FIG.1

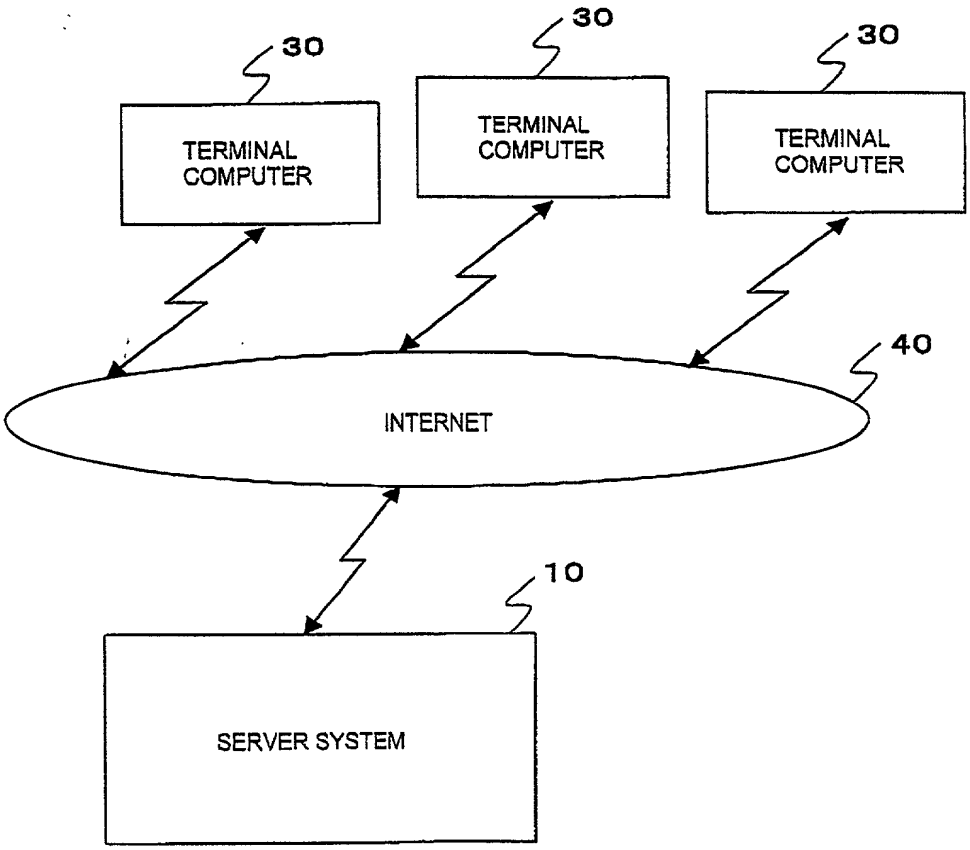

30
30
30
TERMINAL COMPUTER
TERMINAL COMPUTER
TERMINAL COMPUTER
40
INTERNET
10
SERVER SYSTEM

FIG.2

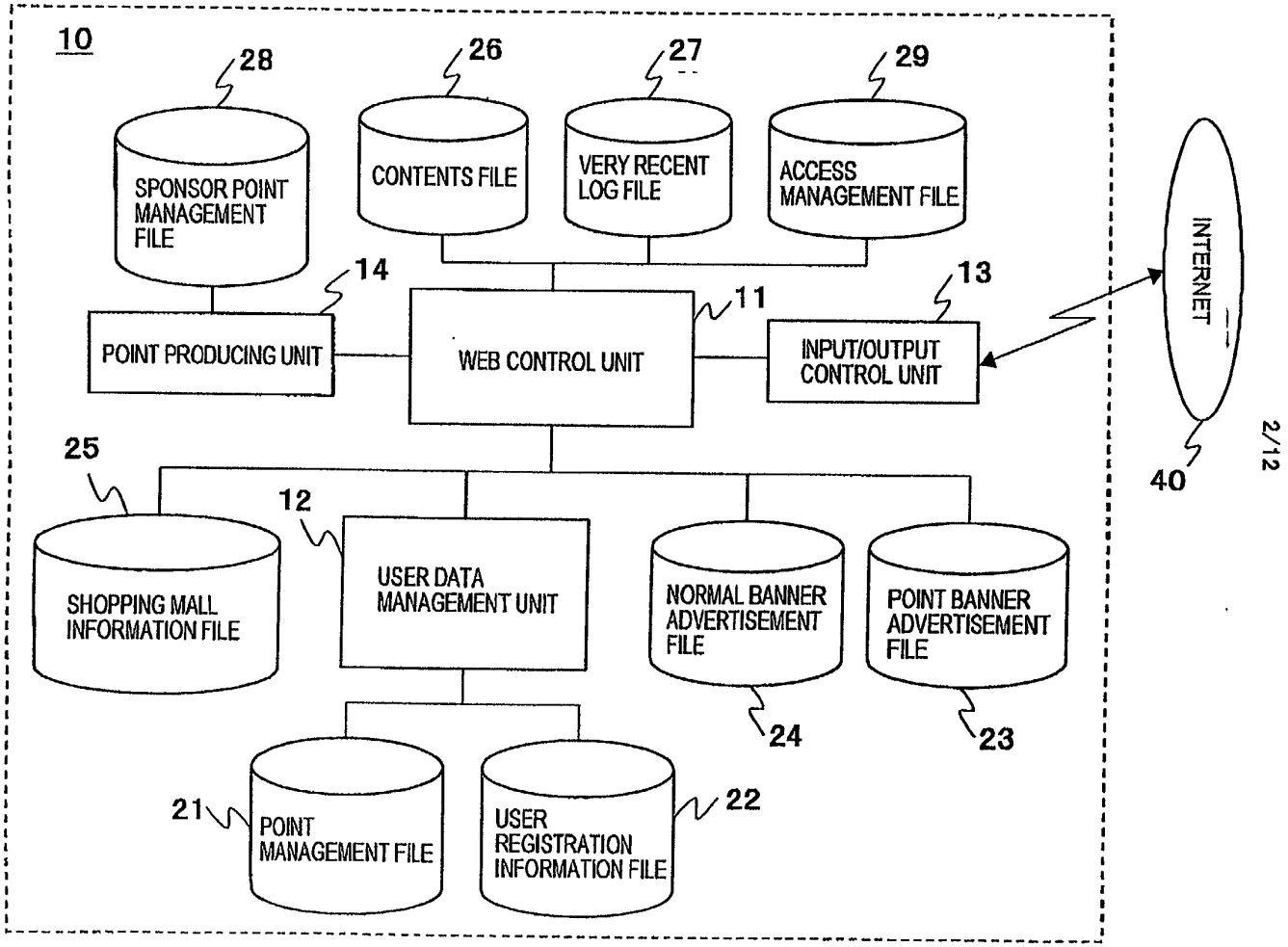

10
28
SPONSOR POINT MANAGEMENT FILE
26
CONTENTS FILE
27
VERY RECENT LOG FILE
29
ACCESS MANAGEMENT FILE
INTERNET
40
14
POINT PRODUCING UNIT
11
WEB CONTROL UNIT
13
INPUT/OUTPUT CONTROL UNIT
25
SHOPPING MALL INFORMATION FILE
12
USER DATA MANAGEMENT UNIT
NORMAL BANNER ADVERTISEMENT FILE
24
POINT BANNER ADVERTISEMENT FILE
23
21
POINT MANAGEMENT FILE
USER REGISTRATION INFORMATION FILE
22

FIG.3

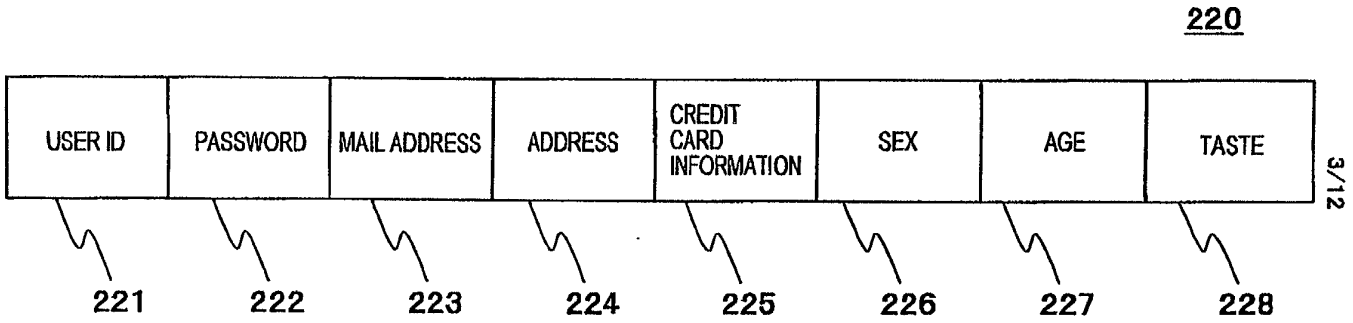

220
USER ID
PASSWORD
MAIL ADDRESS
ADDRESS
CREDIT CARD INFORMATION
SEX
AGE
TASTE
221
222
223
224
225
226
227
228

FIG.4

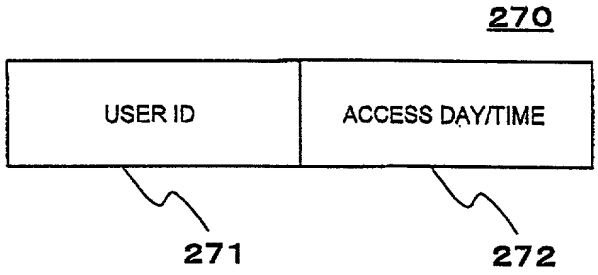

270
USER ID
ACCESS DAY/TIME
271
272

FIG.12

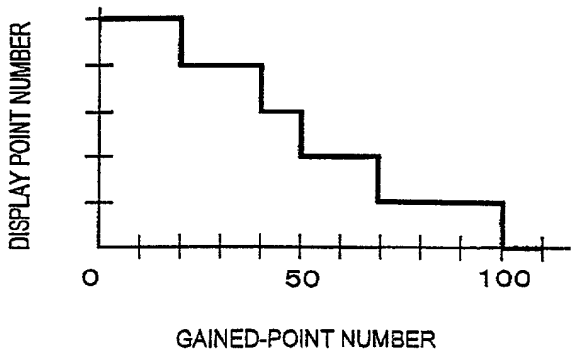

DISPLAY POINT NUMBER
0
50
100
GAINED-POINT NUMBER

FIG.5

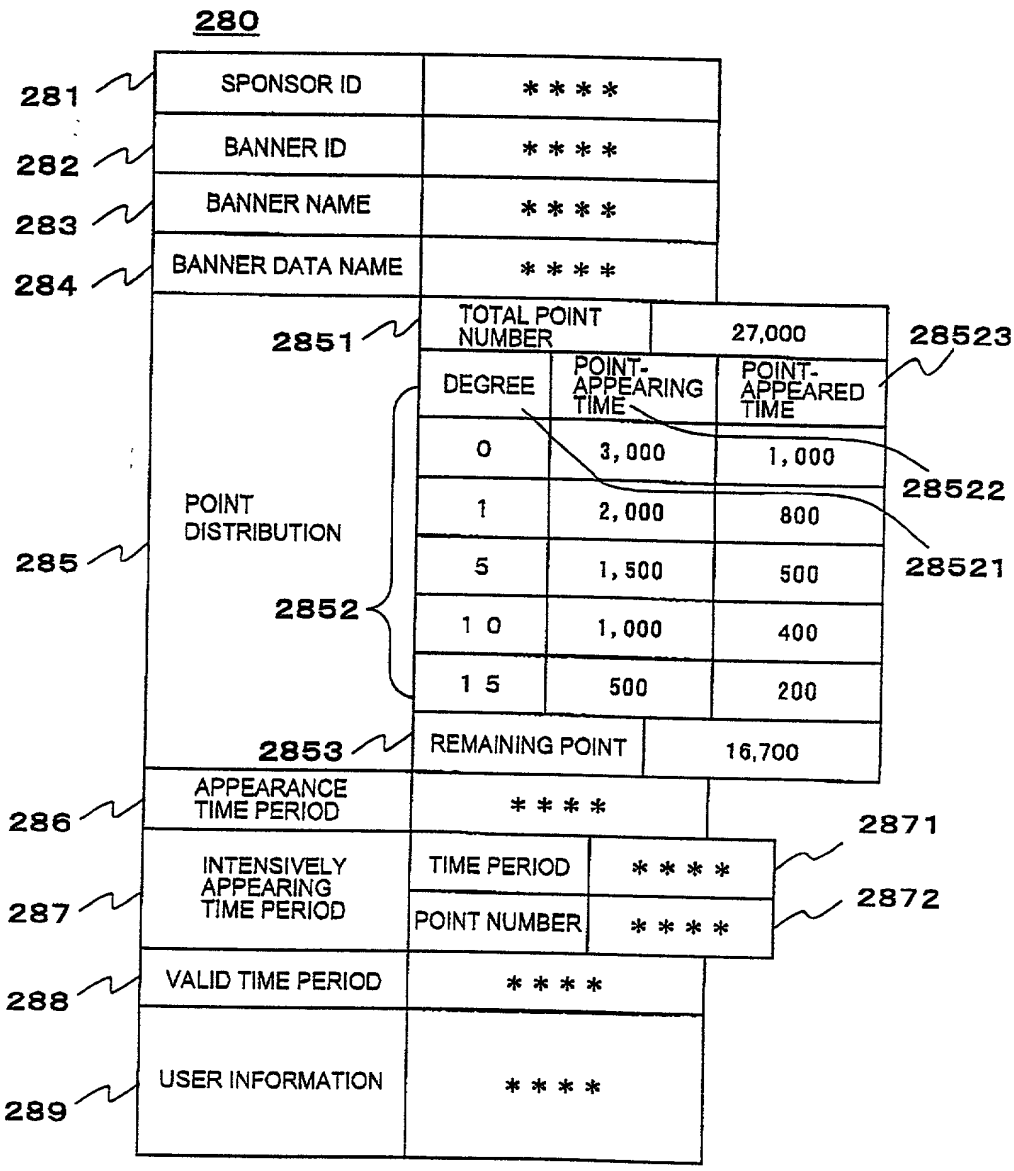

280
281
SPONSOR ID
* * * *
282
BANNER ID
* * * *
283
BANNER NAME
* * * *
284
BANNER DATA NAME
* * * *
285
POINT DISTRIBUTION
2851
TOTAL POINT NUMBER
27,000
28523
DEGREE
POINT-APPEARING TIME
POINT-APPEARED TIME
28522
28521
2852
0
3,000
1,000
1
2,000
800
5
1,500
500
10
1,000
400
15
500
200
2853
REMAINING POINT
16,700
286
APPEARANCE TIME PERIOD
* * * *
287
INTENSIVELY APPEARING TIME PERIOD
TIME PERIOD
* * * *
2871
POINT NUMBER
* * * *
2872
288
VALID TIME PERIOD
* * * *
289
USER INFORMATION
* * * *

FIG.6

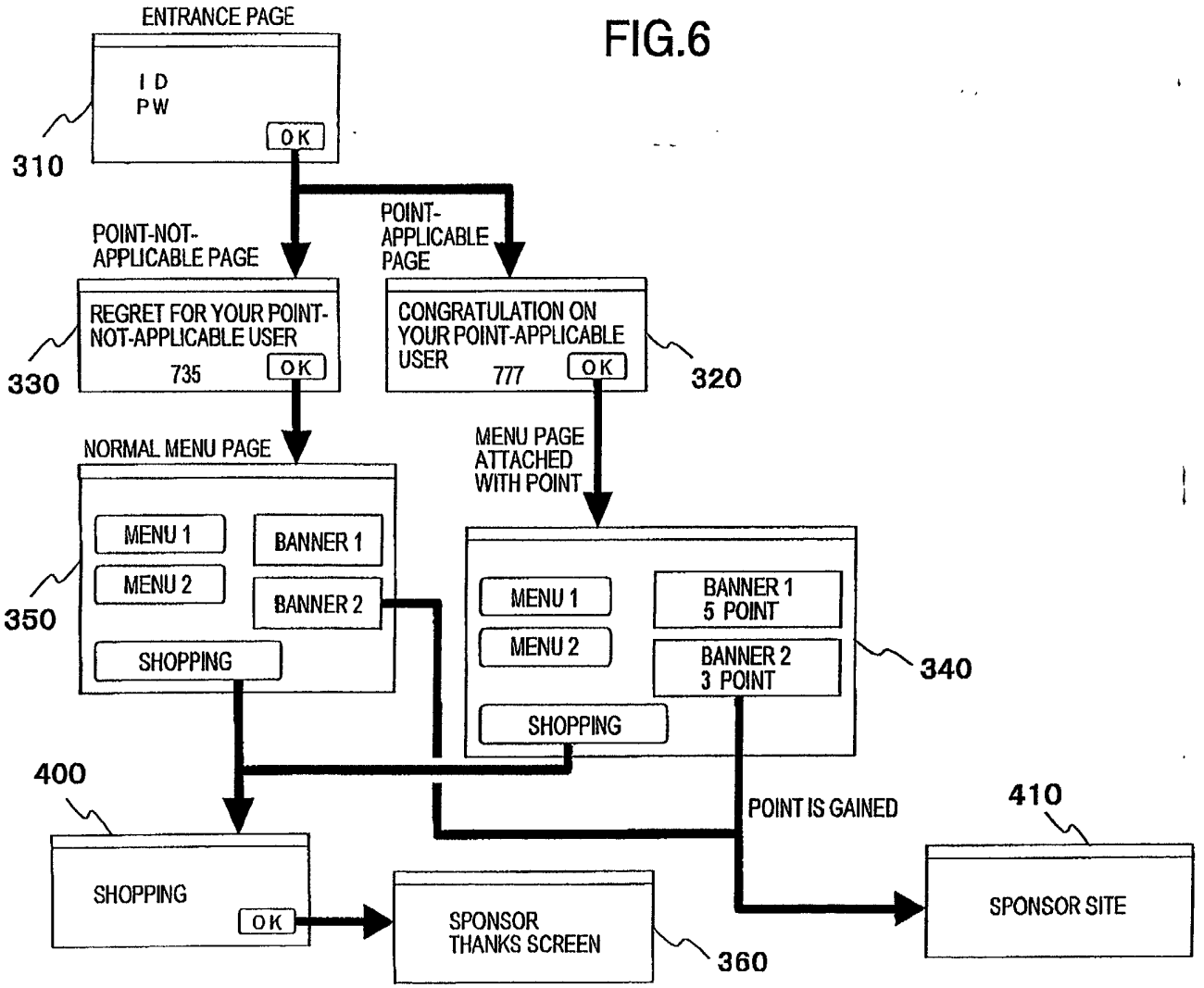

ENTRANCE PAGE
I D
PW
OK
310
POINT-NOT-APPLICABLE PAGE
REGRET FOR YOUR POINT-NOT-APPLICABLE USER
735
OK
330
POINT-APPLICABLE PAGE
CONGRATULATION ON YOUR POINT-APPLICABLE USER
777
OK
320
NORMAL MENU PAGE
MENU 1
MENU 2
BANNER 1
BANNER 2
SHOPPING
350
MENU PAGE ATTACHED WITH POINT
MENU 1
MENU 2
BANNER 1
5 POINT
BANNER 2
3 POINT
SHOPPING
340
400
SHOPPING
OK
SPONSOR THANKS SCREEN
360
POINT IS GAINED
410
SPONSOR SITE

FIG.7

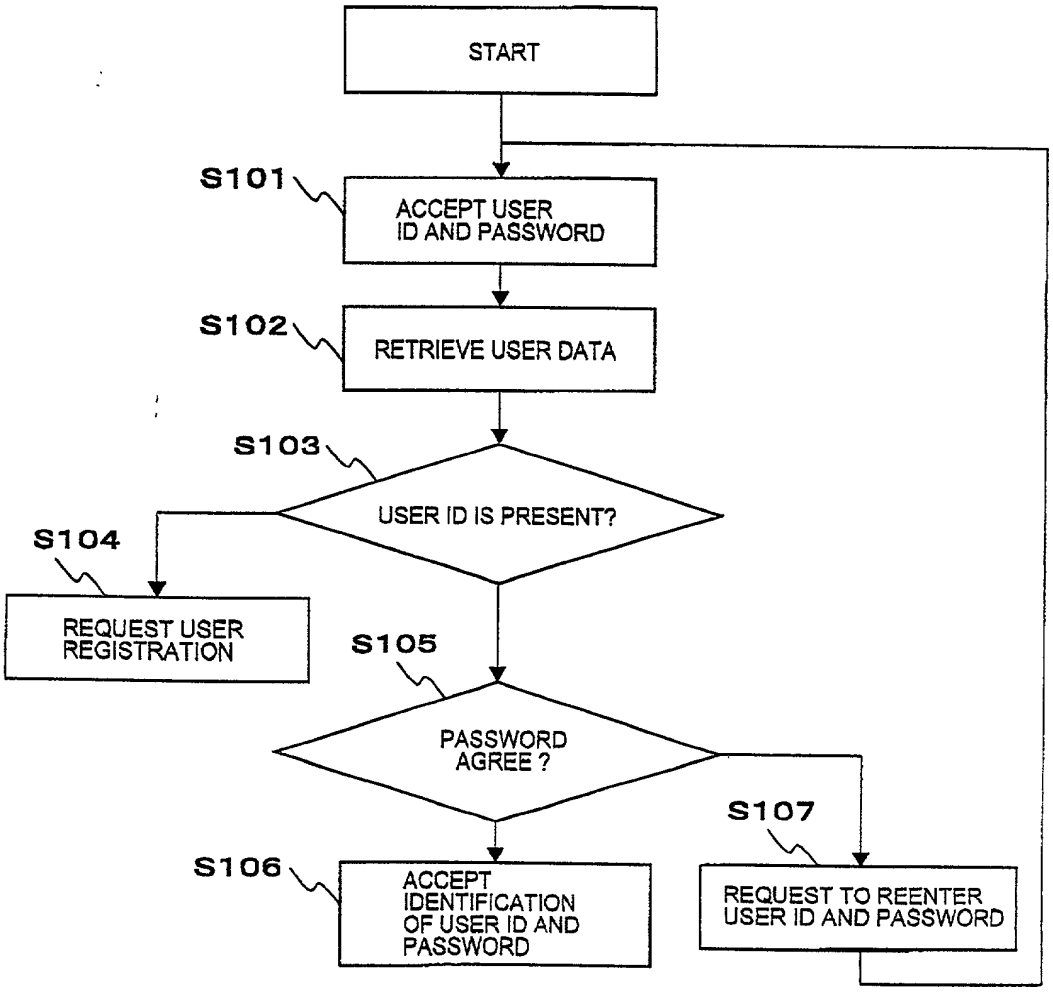

START
S101
ACCEPT USER ID AND PASSWORD
S102
RETRIEVE USER DATA
S103
USER ID IS PRESENT?
S104
REQUEST USER REGISTRATION
S105
PASSWORD AGREE ?
S106
ACCEPT IDENTIFICATION OF USER ID AND PASSWORD
S107
REQUEST TO REENTER USER ID AND PASSWORD

FIG.8

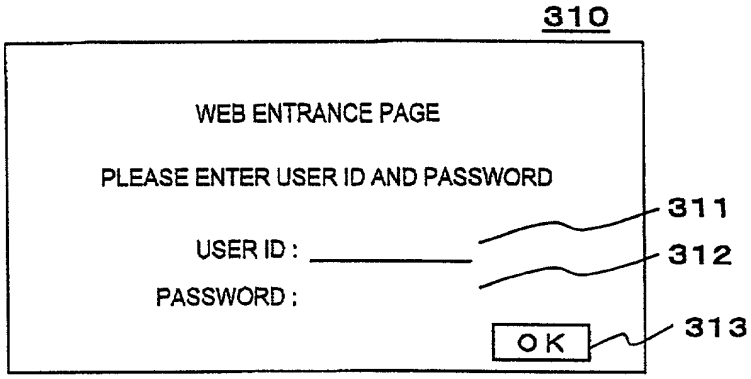

310
WEB ENTRANCE PAGE
PLEASE ENTER USER ID AND PASSWORD
USER ID :
PASSWORD :
OK
311
312
313

FIG.9

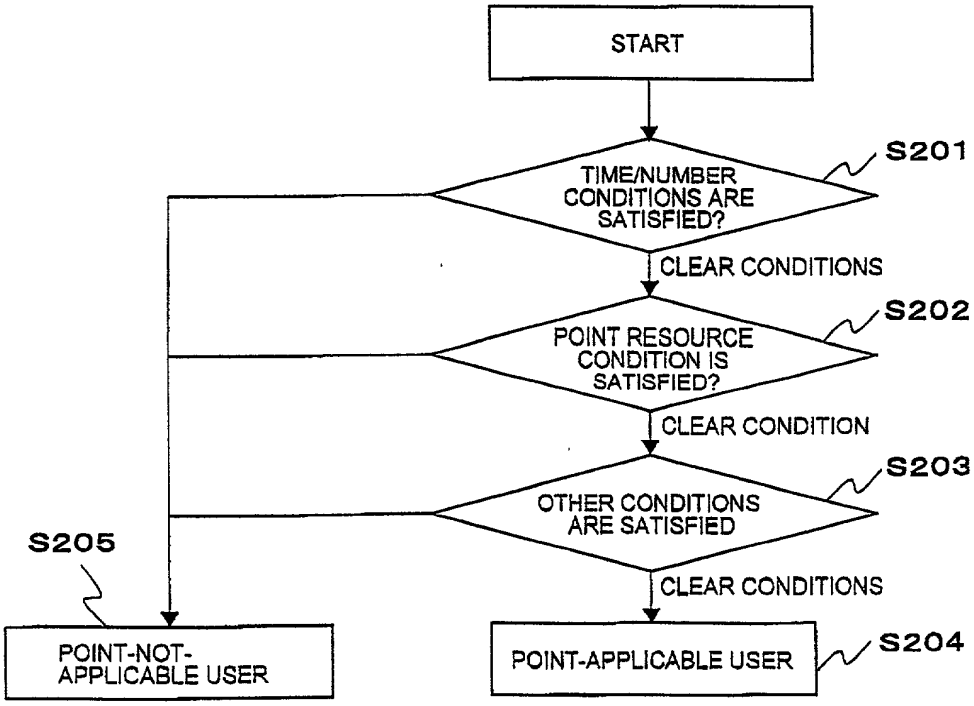

START
TIME/NUMBER CONDITIONS ARE SATISFIED?
S201
CLEAR CONDITIONS
POINT RESOURCE CONDITION IS SATISFIED?
S202
CLEAR CONDITION
OTHER CONDITIONS ARE SATISFIED
S203
CLEAR CONDITIONS
POINT-APPLICABLE USER
S204
S205
POINT-NOT-APPLICABLE USER

FIG.10

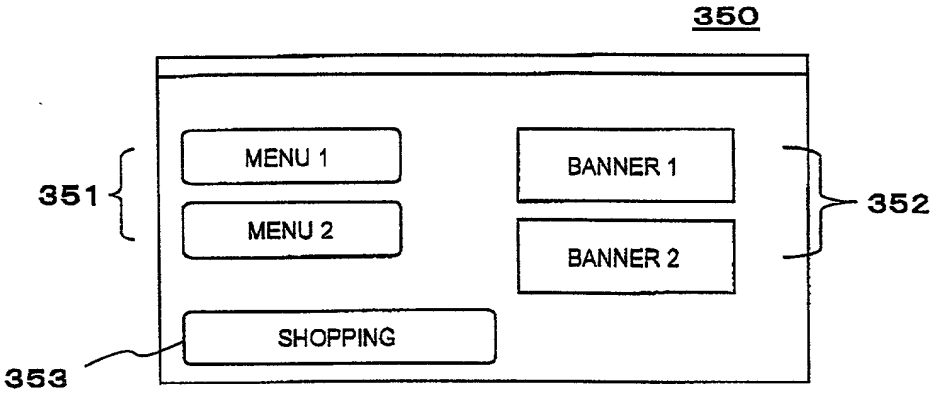

350
MENU 1
MENU 2
SHOPPING
BANNER 1
BANNER 2
351
352
353

FIG.11

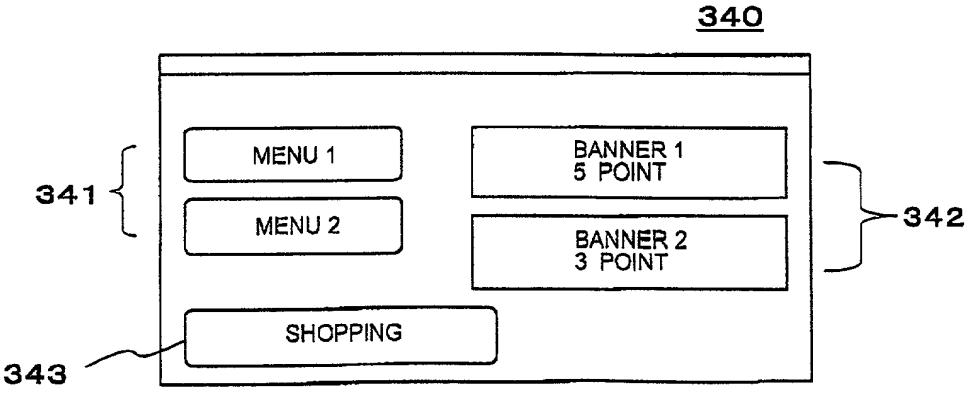

340
MENU 1
MENU 2
SHOPPING
BANNER 1
5 POINT
BANNER 2
3 POINT
341
342
343

FIG.13

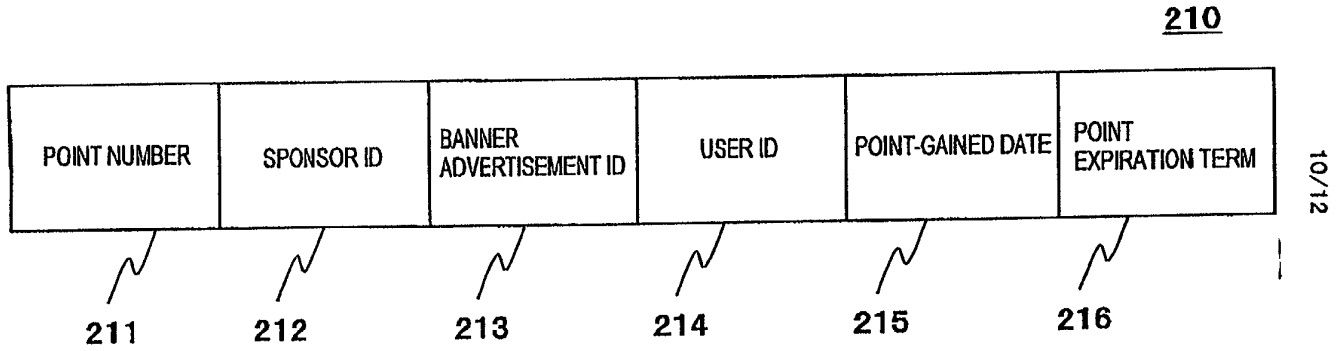

210
POINT NUMBER
SPONSOR ID
BANNER ADVERTISEMENT ID
USER ID
POINT-GAINED DATE
POINT EXPIRATION TERM
211
212
213
214
215
216

FIG.14

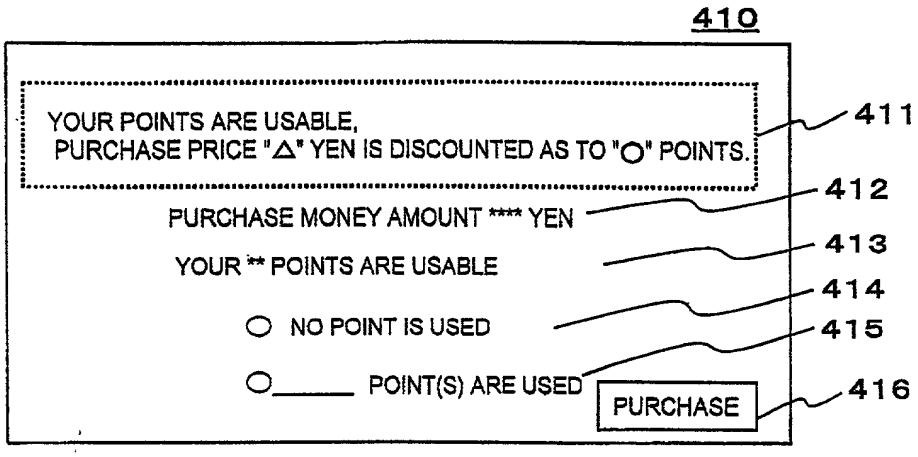

410
YOUR POINTS ARE USABLE,
PURCHASE PRICE "△" YEN IS DISCOUNTED AS TO "○" POINTS.
411
PURCHASE MONEY AMOUNT **** YEN
412
YOUR ** POINTS ARE USABLE
413
○ NO POINT IS USED
414
○_____ POINT(S) ARE USED
415
PURCHASE
416

FIG.15

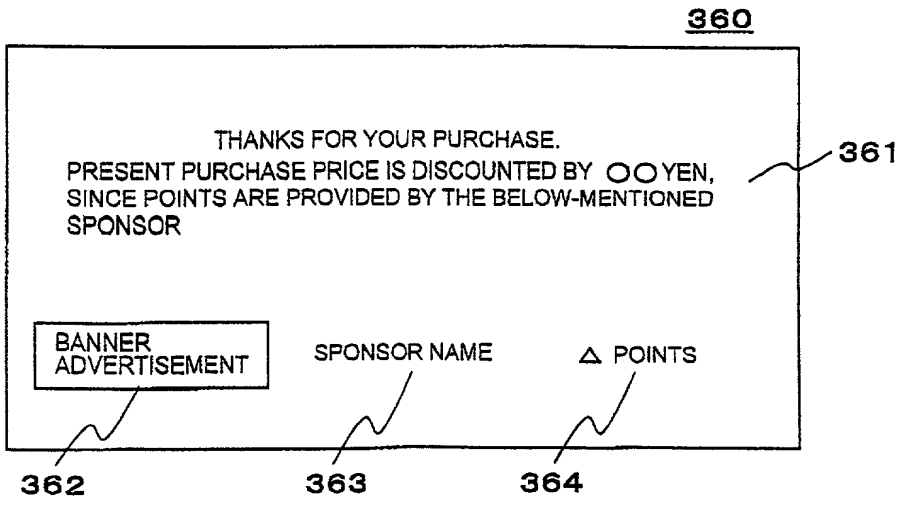
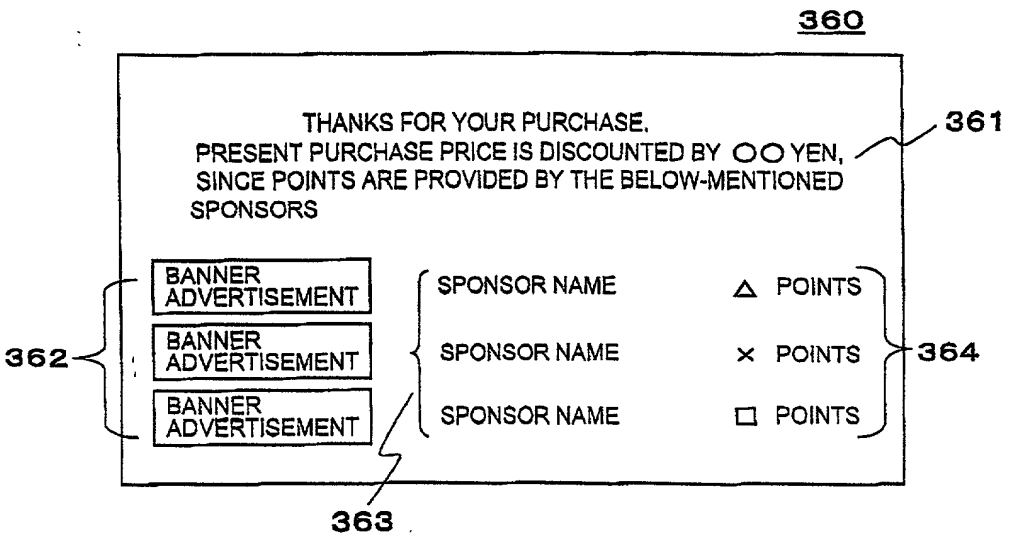

360
THANKS FOR YOUR PURCHASE.
PRESENT PURCHASE PRICE IS DISCOUNTED BY ○○YEN,
SINCE POINTS ARE PROVIDED BY THE BELOW-MENTIONED
SPONSOR
361
BANNER ADVERTISEMENT
SPONSOR NAME
△ POINTS
362
363
364

FIG.16


360
THANKS FOR YOUR PURCHASE.
PRESENT PURCHASE PRICE IS DISCOUNTED BY ○○ YEN,
SINCE POINTS ARE PROVIDED BY THE BELOW-MENTIONED SPONSORS
361
BANNER ADVERTISEMENT
BANNER ADVERTISEMENT
BANNER ADVERTISEMENT
362
SPONSOR NAME △ POINTS
SPONSOR NAME × POINTS
SPONSOR NAME □ POINTS
364
363